

INTERNATIONAL CONFERENCE

On

**“Media Literacy and Sustainable Developments Goals”
(IC-MLSDG-2021)**

Date: 30 November 2021

Organized By: School of Journalism and Mass communication DAVV
Indore, Research Foundation of India & JHERF



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We would like to thank our family, who supported and encouraged me in spite of all the time it took me away from them. This conference could see the light of day due to generous support from the WFST.

The readers and beneficiaries vary from academicians, professional engineers and scientists, to undergraduate and graduate students from all over the country.





MESSAGE

Research Foundation of India is sponsoring a **International Conference on “Media Literacy and Sustainable Developments Goals” (IC-MLSDG-2021)** scheduled on 30 November 2021 Organized by School of Journalism and Mass communication DAVV Indore, Research Foundation of India , UNAccc & RFI-CARE

I am honoured to welcome you to the International Virtual Conference, a forum that brings together researchers from academia and professionals.

I welcome you all.

DR. URS HAUENSTEIN

PRESIDENT- INTERNATIONAL COUNCIL OF EDUCATION AND MANAGEMENT (SDG)
USA



MESSAGE

It is my pleasure to humbly invite you to attend the **International Conference** on “**Media Literacy and Sustainable Developments Goals**” (**IC-MLSDG-2021**) on 30 November 2021 Organized by School of Journalism and Mass communication DAVV Indore, Research Foundation of India & RFI-CARE

This year's conference will attract attendance from all around the world; the distinguished speakers are from the top notch academic institutes as well as leading all industries from all around the globe. This conference will provide the opportunity and exchange of ideas related with the nuts and bolts as well as the challenging issues concerning within the fields.

Participation from successful entrepreneurs and industry leaders at the Conclave, would act as a guiding light to the enterprising youth, who would be soon embarking on their career paths. I am happy to note that Entrepreneurship Summit, Leadership Lectures and Innovation Exhibition are being organized as a part of Conclave.

I wish all the success of this International Conference.

Dr. JAGANNATH PATNAIK
Hon. VICE CHANCELLOR
ICFAI SIKKIM, INDIA



MESSAGE

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Dr. RUDRA PD GHIMIRE
DEPT. OF MANAGEMENT
NEPAL



Ignatius Ajuru University of Education



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CHINNAH PROMISE CHINWE

IGNATIUS AJURU UNIVERSITY OF EDUCATION PORT HARCOURT, RIVERS STATE,
NIGERIA



DEVI AHILYA VISHWAVIDYALAYA, INDORE

(Formerly University of Indore) , NAAC A⁺ Grade

State University of Madhya Pradesh, India



MESSAGE

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On behalf DAVV, I wish to thank all the authors, invited lecturers, session chairman, members of the International Scientific Committee, National coordinators and numerous others who helped to shape the content of this conference. I would also like to thank organizational committee members, whose administrative and organizational works were the prerequisite for a successful conference.

Thank you for joining us on this momentous occasion.

DR. RENU JAIN

HON. VICE-CHANCELLOR

DEVI AHILYA VISHWAVIDYALAYA, INDORE



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रिसर्च फाउंडेशन ऑफ इंडिया
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Thank you for joining us on this momentous occasion.

DR. SOURABH JAIN

CHAIRMAN & CEO

RESEARCH FOUNDATION OF INDIA & RFI CARE



DEVI AHILYA VISHWAVIDYALAYA, INDORE
(Formerly University of Indore) , NAAC A⁺ Grade
State University of Madhya Pradesh, India



MESSAGE

Economic, Social, Political, Cultural and Educational factor can be enhanced by raising the concept of Trends and Innovation in Management, Commerce, Science, Engineering and Humanities in all over world. Eleanor Roosevelt was the “*First lady of the world*”, according to President Harry S, Truman. She served as a U.S. delegate to the United Nations General Assembly, as well as she was instrumental in drafting the Universal Declaration of Human Law. After 43 years of enacting of UDHR, women Rights are formed for all over the world. Somewhere, the conditions of low cultured countries and high cultured countries are still facing challenges to continuously improving the league of women society.

By the applying above factors or catalyst, we can cultivate the sustainable Development in our Country. Every year, index of sustainable development and their goals are formed. This index is targeting the goals to develop a balance in world’s environment. Issues like Carbon Dioxide emission, Death Rate, Birth Rate, Per capita income, GDP, Education, woman and Health, poverty, Global warming etc. are the main factors that affect Sustainable Development. By improving these fields, we can balance and make a benchmark in the favor of civilization.

Collection of Research Papers from Researcher from different states is emphasizing the awareness of the subject and also giving the idea to conduct such academic activity regularly.

It is my great pleasure to convey and present the proceedings of International Conference on “*Media Literacy and Sustainable Developments Goals*” (IC-MLSDG-2021).

DR. SONALEE NARGUNDE

HEAD OF DEPARTMENT, SJMC

DEVI AHILYA VISHWAVIDYALAYA, INDORE



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MESSAGE

Dear Distinguished Colleagues, Precious Academicians and Our Research Professionals,

As Chief managing Director of Research Foundation of India, firstly, it is my pleasure to welcome one and all to participate in this significant and prestigious event. On behalf of the Organizing Committee, it is honours of the hosting you at Indore (MP) India.

Conferences have a great platform for global networking. I want to thank all of you who have worked on putting our extraordinary conference together; I would also like to express my appreciation to the Research Foundation of India for elegant configuration.

PROF. (DR.) ASHOK KUMAR GUPTA
CHIEF MANAGING DIRECTOR
RESEARCH FOUNDATION OF INDIA
CFO- RFI CARE



DEVI AHILYA VISHWAVIDYALAYA, INDORE

(Formerly University of Indore) , NAAC A⁺ Grade
State University of Madhya Pradesh, India



MESSAGE

Dear Attendees,

I am delighted to welcome you for the “International Conference on **(IC-MLSDG-2021)**” which brings together experts and academics from around the world. New trends and challenges to Research are being put forward by the rapidly changing social and economic situation in many parts of the world. At the present the implementation of an appropriate control programs towards the reduction of infection in man will be discussed.

I extend my warm greetings and felicitations to all participants and wish the Conclave all success.

Dr. Anil Sharma

Registrar

Devi Ahilya Vishwavidyalaya, Indore



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MESSAGE

My Dear Fellows,

I am honoured and delighted to welcome you in the **International Conference on “Media Literacy and Sustainable Developments Goals” (IC-MLSDG-2021)** on 30 November 2021 Organized by School of Journalism and Mass communication DAVV Indore, Research Foundation of India & RFI-CARE

I am delighted that IC-MLSDG-2021 has been designed to offer a comprehensive range of sessions that includes Trends and Emerging techniques in Science and Technology. I hope you have a good time & opportunity to connect with experts from the scientific community and influential entrepreneurs from industries through their lectures and presentations and will also put forward many thought-provoking strategies for a future line of action in the area of Science and Technology.

We are looking forward to meeting all of you in Indore (MP) India to make (IC-MLSDG-2021) grand success.

Prof. (Dr.) Priyadarshini Agnihotri

President - Northern-South Board of India

Research Foundation of India



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It is my immense pleasure to invite you to attend the **International Conference on “Media Literacy and Sustainable Developments Goals” (IC-MLSDG-2021)** going to be held Organized by School of Journalism and Mass communication DAVV Indore, Research Foundation of India & RFI-CARE

This year's conference will attract attendance from all around the world; the distinguished speakers are from the top-notch academic institutes as well as from the leading industries all around the globe. This conference will provide the opportunity to exchange ideas as well as highlight the challenging issues in the various fields of Science, Technology and Management.

Participation from successful entrepreneurs and industry leaders at the Conclave would act as a guiding light to the enterprising youth, who would be soon embarking on their career paths. I wish you all the success for this International Virtual Conference.

Prof. Ajay Jain
National Coordinator
Research Foundation of India



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Behalf of UNAccc and ARGA , I extend my warm greetings and felicitations to all participants and wish the Conclave all success.

DR. RAJAT SHARMA
NATIONAL CONVENER- RESEARCH FOUNDATION OF INDIA
CHAIRMAN- UNACCC
DY. CHAIRMAN- FOREIGN AFFAIRS, RFI CARE



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DR. MANISH DUBEY

PRESIDENT – CENTRAL INDIA BOARD

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DR. SANJAY PRASAD
STATE CONVENER, MADHYA PRADESH
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DR. PARUL SHARDA
STATE SECRETARY, MADHYA PRADESH
RESEARCH FOUNDATION OF INDIA

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IC-MLSDG/133

ARE WOMEN STILL EMPOWERED IN THE MIND OF ADVERTISERS IN INDIA- A STUDY

Monika Sharma

Assistant Professor, University Institute of Media Studies, Chandigarh University

Abstract- Women empowerment is one the biggest challenge India is facing in 21st century. How women are being presented in the media is highly important issue which needs to be addressed. In today's time Television and digital advertising are two powerful mediums which are highly accessible to people of India. Portrayal of women in advertisements impacts the value system and mind-sets of viewers. In last few decades, India has seen many changes in social system which led to change in lifestyle and mind-set. There is increase in literacy rate and participation of women in various spheres of life. And more women participation further leads to improved status of women in India.

The traditional portrayal of women in advertisements has always been a debatable subject especially among Indian women. This study overviews the portrayal of women in advertisements. Is the change visible in advertisements too? Are advertisers shifting from traditional portrayal of women to femvertising i.e. advertisements encouraging women empowerment? This study investigates advertisements encouraging women empowerment. In this study, content analyze and observational method will be used to investigate popular brands in India shifting to femvertising.

IC-MLSDG/134

FINANCIAL EMPOWERMENT OF WOMEN WITH MICROFINANCE - A STUDY

Prof. (Dr.) Pramod Sharma

Registrar, Renaissance University, Indore

Abstract- Empowerment of women is one of very important issue in developing countries. As women are integral part of society, her status and participation in decision making as well as economic activities is very low. Microfinance plays very important role in improving women decision making by contributing in economic activities. Over the years various efforts have been made by many Government and Non-Government organizations to promote women empowerment especially in rural areas. One such effort is the microfinance intervention. Microfinance institution aims to provide credit to the poor who have no access to commercial Banks. The present paper is an attempt to study the impact of Microfinance programmes on women empowerment; the Randomized control trial was used. It examines the effects of an intervention on a specific group. An RCT first identifies two groups of people in such a way that the groups are apparently identical in every aspect. The Study measure the causal effect of the treatment by comparing members of the treatment and control groups. The study highlights that microfinance has a positive impact on income, expenditure and savings.

Keyword: Microfinance and Financial Empowerment.

IC-MLSDG/137

SUSTAINABLE DEVELOPMENT GOALS, DEVELOPMENT IN INDIA & BEYOND

Dr. Taru Veera Venkata Maruthi Suman

CGM- Sales, Janaabhivrudhi Housing Private Limited

Abstract- The Sustainable Development Goals (SDGs) are the blueprint for achieving a better and sustainable future for all. The United Nations (UN) General Assembly in its 70th Session held on 25th September 2015, with the aim of taking forward the success of Millennium Development Goals, adopted the document titled "Transforming our World: The 2030 Agenda for Sustainable Development" consisting of 17 Sustainable Development Goals and associated 169 targets. The SDGs came into force with effect from 1st January, 2016. The SDGs are a comprehensive list of global goals integrating social, economic and environmental dimensions of development. Moreover, the SDGs are universal (for all nations – developed, developing and least developed), interconnected and indivisible and



hence necessitate comprehensive and participatory approaches in bringing everybody together so that no one is left behind. Countries are primarily responsible for following up and reviewing the progress made in implementing the goals and targets at the national level till 2030. The Sustainable Development Goals provide an international framework to move by 2030 towards more equitable, peaceful, resilient, and prosperous societies -while living within sustainable planetary boundaries. The SDGs are not legally binding, but have become de-facto international obligations and have potential to reorient domestic spending priorities of the countries up till 2030. Countries are expected to take ownership and establish a national framework for achieving these goals. Implementation and success will depend on countries' own sustainable development policies, plans and programmes. The 2030 Agenda also underscored the fact that quality, reliable and disaggregated data would be needed for measurement of progress on the targets and for ensuring that "No One is Left Behind". The United Nations Statistical Commission (UNSC) in March 2015, created the Inter-agency and Expert Group on SDG Indicators (IAEG-SDGs), composed of Member States and including regional and international agencies as observers with a task to develop and implement the Global Indicator Framework (GIF) for monitoring the Goals and targets of the 2030 Agenda. India represented South Asia in the IAEG-SDGs during 2015-2019. The GIF was developed by the IAEG-SDGs and agreed upon, by United Nations Statistical Commission in March 2017 which was subsequently adopted by the UN General Assembly in July 2017.

IC-MLSDG/138

WEATHER FORECASTING BASED SOLAR ENERGY PREDICTION TO GENERATE MAXIMUM POWER EFFICIENCY

Jay Kumar Pandey

Research Scholar, Dr. A. P. J. Abdul Kalam University, Indore (M.P.)

Dr. Vikas Kumar Aharwal

Assistant Professor, Dr. A. P. J. Abdul Kalam University, Indore (M.P.)

Abstract- The penetration of renewable energies has increased during the last decades since it has become an effective solution to the world's energy challenges. Among all renewable energy sources, photovoltaic (PV) technology is the most immediate way to convert solar radiation into electricity. Nevertheless, PV power output is affected by several factors, such as location, clouds, etc. As PV plants proliferate and represent significant contributors to grid electricity production, it becomes increasingly important to manage their inherent alterability. Therefore, solar PV forecasting is a pivotal factor to support reliable and cost-effective grid operation and control. In this paper, a stacked long short-term memory network, which is a significant component of the deep recurrent neural network, is considered for the prediction of PV power output for 1.5 h ahead. Historical data of PV power output from a PV plant in Nicosia, Cyprus, were used as input to the forecasting model. Once the model was defined and trained, the model performance was assessed qualitative (by graphical tools) and quantitative (by calculating the Root Mean Square Error (RMSE) and by applying the k-fold cross-validation method).

Keywords: Photovoltaic, Mean Square Error, k-fold cross-validation method.

IC-MLSDG/139

MEDIA LITERACY AND SUSTAINABLE DEVELOPMENT GOALS IN RURAL INDIA

Dr. Priyamvada Tiwari

Associate Professor & HOD, Institute of Law & Legal Studies, SAGE University, Indore

Abstract- Contemporary societies are being digitalized in the widest and deepest sense, from big data connected to the personal profiles associated to digital footprints of individuals to the digital control of information. As new technologies and media are used more and more in teaching and learning, as well as in the home and throughout social life, young people need to develop more than just their IT skills; they need a broad digital awareness of the wider context in which technologies and media operate to wrap around these skills in order that they can participate in this increasingly digital world.



Sustainable development which has been described as the development that meets the social, economic and technological needs of the present without compromising the ability of the future populace to meet their own needs; would be difficult to attain, if people who do not have access to media or are living in rural areas, still depend only on traditional literacy of only reading, writing and numeracy. This would be grossly inadequate to achieve sustainable development in this age of highly digitalized information communication technologies. There is need for individuals to access necessary information made possible with communication technologies. Access to vital information will enable each person to have equal rights to economic resources, access to basic services which eventually will lead not only to individual's sustainable development but also that of the nation. The paper recommended that diverse strategies should be put in place to help citizens acquire information literacy and each person should acquire basic skills in accessing information through digital device, and that e-libraries should be encouraged in each institution of higher learning as media literacy is highly important to every sector of the economy where the rural areas are also the big contributors. Last but not the least, media being considered as the fourth pillar in the democracy of India, thus it becomes necessary and expedient for the media to take a move to promote the literacy amongst the people.

IC-MLSDG/140

**SUSTAINABLE DEVELOPMENT GOAL AND WOMEN EMPOWERMENT: AN ANALYSIS OF
ROLE OF MASS MEDIA**

Dr. Anupma Sinha

Assistant Professor, Department of Sociology, Banaras Hindu University

Abstract- Achieving Women and gender equality is a necessary foundation for peaceful, powerful and sustainable world. Women empowerment is the process of empowering women and can be described as promoting women's sense of self worth, their ability to determine their own choices, women empowerment can be categorized as social, education, economic, political. Gender equality is foundation to empower women in any society. Gender discrimination still holds many women back and holds our society back too. The need for a cross-cutting, inclusive and gender-sensitive approach is clear. Women and girls are crucial contributors, implementers and beneficiaries of sustainable development their empowerment I fundamental to achievement of 2030 Sustainable Development Goal. Achieving gender equality and Women's empowerment is integral to each of the 17 Sustainable development Goals. Only by ensuring the rights of women and girls across all goals will get justice. SDG-5 aims to grant women and girls equal rights and opportunity without any kind of discrimination and aims at achieving gender equality b 2030. However it does not stand in isolation. A gender sensitive approach is a must for SDG to be successful in promoting women empowerment. The voices and perspectives of women and girls should be raised through various means particularly the role of mass media is important. Mass Media can promote the inclusion of women and girls leaders, decision makers in policy development, implementation and monitoring of all issues.

To mainstream the involvement of women and girls in sustainable development demands a change in attitude and behavior towards women and girls across all levels. For women and girls to agent of development, Mass media plays can play an important role in portraying them as equal partners and valuable contributors to sustainable development rather than projecting their image as "beneficiaries" or "vulnerable" Mass media can play a crucial role in successfully raising awareness in society about new emerging equality justice for women, It can promote and speed up reforms on progress or can hamper it. Sociologically speaking mass media provides multipoint reference to members of society with which to learn or regulate social life and behavior pattern towards females despite tremendous changes, the contemporary mass media continues to have discriminatory attitude towards women and thus hinders the achievement of sustainable development of goals through women's participation, gender equality and women empowerment. This paper evaluates the role that mass media is playing in portrayal of felinity, and takes a deep look into the dichotomy of relation between mass media and women today and examines the extent of role mass media is playing in promoting the SDG-5 of women empowerment and gender equality.



IC-MLSDG/142

KAIZEN IMPLEMENTATION FOR UTILIZING HUMAN POTENTIAL AND SUSTAINABLE IMPROVEMENT

Apurva Singh

Ph.D Scholar, GBU Greater, Noida

Abstract-

Purpose: The purpose of this review paper is to explore the need of the "KAIZEN" strategy and its practices to be used in organization. To evaluate its role, this can be successfully applied in human resource managing and for sustainable development. How Kaizen approach works in different activities at different places and at different levels. How it can be helpful in the human resource policies and activities in different sectors such as manufacturing, non manufacturing, service industries etc. To know about the other different tools and techniques which are related to Kaizen approach.

Methodology: This study is based on secondary sources. For this research paper, data was collected from secondary sources i.e. research papers, articles, various published and unpublished documents and books.

Findings: The finding of the paper is that Kaizen can be an effective tool for most of the activities of an organization. It is an 'Idea generation activity' for 'Improvement'; it is related to human efforts. Since kaizen is practiced and implemented by human so, it can be applied to any sector because all sectors have human resources for conducting its activities. Many organizations use Kaizen as a tool in improvement of various activities i.e. manufacturing, operations etc. and also can be used in managing human resources.

Suggestions: If Kaizen technique is implemented in the right way by providing proper training to the employees it can give effective results. Proper implementation will give many benefits to the organization such as reduction in various costs i.e. manpower cost, recruitment cost, training cost etc. Also it can provide better productivity, employee satisfaction, better utilization of resources etc.

Keywords: Kaizen, Human resource (HR), 5S, Hoshin Kanri, Lean management, Gemba kaizen.

IC-MLSDG/143

PROFESSIONAL ETHICS OF MEDIA IN LITERACY AND SUSTAINABLE DEVELOPMENT DRIVES

Prof. (Dr.) Priyaranjan Kumar Shukla

National Law Institute University, Bhopal

Prasoon Shukla

Student, BBA.LLB (Hons) IV Year, Institute of Law and Legal Studies,
Sage University, Indore

Abstract - Media is considered to be the fourth pillar of democracy. It has to perform constructive role in society. The impact that media generates through its publications is required to be contributory for wellness, peace, prosperity and sustainable development. The constitution of India has provided the fundamental rights of freedom of speech and expression to media, which it enforces for its publication and its role can be very well related to social justice by discharging its functions as facilitator of social justice. The noted sociological Criminologist Peter Kropotkin states that in a society where state legislates three kinds of laws- laws relating to person, laws relating to property and laws relating to government, media role becomes questionable when media publishes the crime relating to property committed by the poor persons in extenso, depicting the message that the poor are morally and legally corrupt, whereas the crimes committed by big corporations and monopolies are not published with the required details, sincerity and gravity. Such a situation is discriminatory, unethical and detrimental to sustainable development. The concept of sustainable development calls for a cooperative attitude of all the stakeholders of society workmen, journalists, intelligentsia, and the members of the government to evolve a culture of problem- solving dynamics so that best use of the scarce resources available to them could be made.



Media can discharge a great role in this context by talking up literacy compains as a regular feature in the areas like legal literacy and the publication of details of the unorganised sectors of society where by the people are benefitted about rights & duties provided by laws.

The author is of view that media should reflect upon the destiny and a pity of the services rendered by the domestic women folk who are confined from kitchen to main gate of their house throughout their life, and render invaluable services to families and society, and so welfare measure or affirmative action is provided by State.

It is therefore the author's viewpoint that the professional ethics of media can be best sub served by media if it selects the important sectors of the society and published the relevant facts and figures to be taken up by responsible authorise of law and governance, which will be a great service of media in course of literacy and sustainable development.

Keywords: (Professional ethics of media, cooperative attitude, contribution for wellness, peace & prosperity).

IC-MLSDG/144

TALENT MANAGEMENT: A PROCESS FOR INCREASING ORGANIZATIONAL EFFECTIVENESS WITH CORE COMPETENCIES

Monika Agarwal

Assistant Professor, Indore Management Institute Indore

Abstract: Talent management is a business strategy that organizations believe will enable them to retain their top talented employees and improve organization's Effectiveness. It is the process of effectively hiring the right talent, preparing them to take up top positions in future, assessing and managing their performance and also preventing them to leave the organization. With more organizations trying to deepen their global footprints, there is need for leadership structures ensuring success. Adverse economic conditions are ideal environments to execute talent management systems to optimize performance. The organization automatically gains a competitive edge over its competitors. So, for managing this unique human capital, the organizations are focusing on creating effective systems and processes for talent management. The organizations are also striving hard to retain their top/key talent because if they leave, the complete repository of knowledge is also gone out of the hands of the organization. The purpose of the study was to find out the impact of talent management on organizational performance for selected IT organizations in the NCR area. The findings show that there is partial impact of talent management on the performance. If this talent is appropriately managed and deployed at the right places, then, the organizations can make their captive use in order to increase their growth and profitability.

Keywords: Talent management, Competencies, Organizational Effectiveness

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IC-MLSDG/147

ATTAINING SOCIAL DEVELOPMENT GOALS: A CASE STUDY OF MAHATMA GANDHI MISSION, AURANGABAD

Dr. Rekha Shelke

Dean liberal art and Humanities, MGM University N-6 CIDCO Aurangabd, Maharashtra

Abstract: Initiatives such as eco-friendly construction and waste and water management have put 24 universities from across the country on Green Metric. MGM campus has awarded as a green campus twice from central Govt. of India. Mahatma Gandhi Mission Trust (MGM) is an institution which follows the principles and ideologies of Mahatma Gandhi. This research paper is a case study which will indicate how MGM is an organization that creates an eco-friendly environment for the students and the society as well as promotes this social cause. . It also attempts to discuss them in relation to the success and enhancement it has brought about in and around the campus of MGM. The paper utilizes a case study methodology to understand the method by which sustainable development is efficiently pursued by the organization which is discussed in detail in the study. MGM effectively pursues sustainable development initiatives without compromising on its economic prosperity.

IC-MLSDG/148

AN ANALYTICAL STUDY OF DEVELOPMENT COMMUNICATION STRATEGIES TO ATTAIN SUSTAINABLE GOALS: A CASE STUDY OF PATODA VILLAGE

Prof Dr. Asha Deshpande

Assistant Professor, MGM College of Journalism and Mass Communication,
Aurangabad (Maharashtra)

Abstract- Patoda village situated in Aurangabad district in Maharashtra. It is an ideal example of Model village. 68.9 % of our population lives in rural area so it is called that India lives in villages. Rural development is a need for strengthen the rural society. Rural development is the process of improving the quality of life and economic wellbeing of the people living in rural area. Sustainability in better health, clean drinking water, quality education, housing and livelihood, environmental sustainability are the key themes in model village.

Patoda village is a successful example of social change. Where we see adequate and pure water it is because of water management. Use of RO (Reverse Osmosis) is the one step towards development. Use of solar energy plays vital role to provide energy to the people. Economic growth and social structure had changed the scenario of Patoda. Development support communication plays a vital role in all the events and activities of Patoda Gram Panchayat. Present study will focus on the strategies and policies incorporate in the village. The collective efforts from the initiatives in this village prove immensely useful for uplifting the life of people. In our country it is estimated by policy makers more than half of our population would be rural in 2050. So reforms and sustainable development of village creates a better future for social transformation of human being.

The current paper is an attempt to understand the developmental process, communication and the sustainable projects which are implemented in Patoda and how the lifestyle of villagers has changed. To achieve the objectives of research paper survey method have been used in qualitative and quantitative manner.



Keywords: Model village, sustainability, social transformation, development communication.

IC-MLSDG/149

THE ROLE OF MEDIA IN SUSTAINABLE DEVELOPMENT IN THE ARAB WORLD

Dr. LIN ISA

Department of mass communication and journalism, Dr. Babasaheb Ambedkar
Marathwada University, Aurangabad

Abstract- Sustainable development is maintaining a delicate balance between the human need to improve lifestyles and feeling of well-being on one hand, and preserving natural resources and ecosystems, on which we and future generations depend. The SDGs are universal, applying to rich and poor countries alike, and include a commitment to collective action on global challenges. Peace, stability, economic progress, and human development in the Arab World have regional and global implications, thus the ability of these countries to make progress towards the SDGs is contingent upon global support.

Many accomplishments have been made in the Arab Region towards the achievement of sustainable development, particularly in the areas of education, health and improved standards of living. However, a number of obstacles continue to face the Arab countries in the long-term implementation of sustainable development. Media can play an important role in sustainable development; it gives a practical meaning to the concept of sustainable development and its relevance to daily life. It is both a means to and a goal of development. Media can do a lot more in the direction of the SDGs, which points to goals of peace, social inclusion, justice, accountability and effectiveness.

This paper explores the current challenges facing development in the Arab World and the role of media can play in contributing the sustainable development. It discusses the debate on sustainable development and describes ways in which the media have been used (or may be used in the future) to support sustainable development. In addition, this paper reviews the current situation in Arab countries in relation to sustainable development. It uses regional and global benchmarks to aid in examining progress over the past two decades, trends, and remaining gaps and opportunities.

Keyword: Media, Sustainable Development, Arab countries, Conflicts

IC-MLSDG/150

INDIA'S ZERO HUNGER MISSION DURING COVID-19 PANDEMIC

Divya Agnihotria

Department of Journalism and Mass Communication DAVV-Indore, MP

Abstract: The second most populous country in the world, India has enjoyed steady economic growth and has achieved self-sufficiency in grain production in recent years. Despite this, elevated levels of poverty, food insecurity and malnutrition persist. Around 21.25 percent of the population lives on less than US\$1.90 a day, and levels of inequality and social exclusion are extremely high.¹ India is home to a quarter of all undernourished people worldwide, making the country a key focus for tackling hunger on a global scale. In the last two decades, per capita income more than tripled, yet the minimum dietary intake fell. The gap between rich and poor increased during this period of high economic growth. Sustainable Development Goal 2 (SDG 2) is hinged on achieving zero hunger target globally, by the year 2030. India as a developing country, faced with extreme hunger often caused or compounded by bad governance, conflicts and climate change. In this paper, we assess India's readiness towards attaining the zero-hunger target by 2030 in the face of COVID-19 pandemic. Patterns of Global Hunger Index (GHI) and each of its indicators across India are compared before the pandemic (2000-2019). The effect of the pandemic on the hunger situation in India (Now the Hunger Index rank is 101/116)² is discussed highlighting the mitigating measures put in place by selected Indian governments. We found that most Indian states have recorded steady reduction in their child mortality rates but high prevalence of undernourishment; stunting and child wasting indicate significant challenges hampering the achievement of the zero-hunger target. The study recommends that Indian



governments should prioritise sustainable agricultural practices while serious attention should be given to the formulation and implementation of policies that reduce hunger in the face the COVID-19 pandemic.

Keywords: Covid-19 Pandemic, Global Hunger Index, Poverty, Sustainability Development goal, Zero Hunger. Food Security

IC-MLSDG/152

GENDER EQUALITY IN INDIA: BRIDGING THE GAP FOR DELIVERING SUSTAINABLE DEVELOPMENT GOAL

Dr (Mrs.) Meenu Kumar

Visiting Faculty, School of Journalism and Mass Communication, Devi Ahilya University, Indore

Dr. Sonali Nargunde

Professor and Head, School of Journalism and Mass Communication Devi Ahilya University, Indore

Abstract- United Nation has adopted 17 Sustainable Development Goals (SDGs) in General Assembly Session held on 2015 which is a guide post for every country. These SDGs are interrelated and attainment of one can also help other goals to achieve. Gender equality is one of the critical issues for sustainable future which has been addressed by UN in SDG 5. It has four dimensions like provision of quality education, economic opportunities, health and survival issue and political participation. The present study focuses on India's status on these four dimensions and also over all position in delivering SDG 5. Secondary data has been used to understand India's position at all dimensions. The result indicates that though India is performing well, the gender gap in India has widened to 62.5% because of inadequate women's representation in politics, technical and leadership roles, decrease in women's labor force participation rate, poor healthcare, lagging female to male literacy ratio, income inequality

Keywords: Equality, Development, Goals, Sustainable, Women, Awareness, Decision, Education, Women, Empowerment

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Lkrr fodkl ea vkfnokl h l ekt dh Hkrfedk vkj ehfM; k dk i Hkko

Mkkl fcukn fl g

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dh nkM+ea dgha u dgha ge lk; kbj.k dh mi{kk djrs pys x,] ftl dk ifj.kke gea fofHkUu fLFkfr; ka
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देशों के असितत्व पर खतरा मंडराने लगा है। वहीं कोरोना काल में ऑक्सीजन की कमी ने देशवासियों
को पर्यावरण के प्रति व्यवहार पर एक बार फिर से सोचने पर विवश कर दिया है। आज हर तरफ
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IC-MLSDG/154

WOMEN EMPOWERMENT THROUGH EDUCATION OF HOME SCIENCE

Sunny Dhaliwal

Assistant Professor, University Institute of Media Studies, Chandigarh University

Harpriya Kaur

Lecturer, INIFD, Sector – 8, Chandigarh

Abstract- Role of education in making women empowered has been the greatest weapon in India. Better job opportunities for women uplift the women's status in the society which in turn pushes the societal development. The government of India has also launched many programs and schemes in India which gives women equal chance to participate in social and economic. Acquiring educational qualification in the field of home science is one such field which helps the women to get trained for the professional fields like health care providers, food analysts, food scientists, nutritionists, fashion designers, textile designers, interior designers, apparel merchandising, child day care supervisor, community worker, school teachers, special needs care workers.

Keywords: - women empowerment, home science, education,

IC-MLSDG/158

SPIRITUALITY IN THE WRITINGS OF KAMALA DAS

Neha Ingle

Research Scholar, Barkatullah University, Bhopal

Abstract - This paper tries to explore the themes of spirituality in Kamala Das' writings and seeks to connect the omnipresent theme of love in her poems to the underlying incessant urge to seek peace and spiritual redemption. "The only relationship that is permanent is the one which we form with God. My mate is He. He shall come to me in myriad shapes. In many shapes shall I surrender to his desire. I shall be fondled by him. I shall be betrayed by him. I shall pass through all the pathways of this world, condemning none, understanding all and they become part of Him. Then for me there shall be no return journey..." - Kamala Das

Keywords- Spirituality, Bhakti tradition, Saguna- Nirguna Bhakti, Devotional poetry

IC-MLSDG/162

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IC-MLSDG/366

SUSTAINABLE DEVELOPMENT GOALS: WHY QUALITY EDUCATION SHOULD TOP THE AGENDA

Dr. Sonalee Singh Nargunde

Abstract- This study analysed the importance of quality education as a driver for the United Nations' Sustainable Development Goals (SDGs) 2030 agenda, as well as the relationship between quality education and the SDGs 2030. It was discovered that having a good education will help you reach your goals. Secondary data was gathered from journals, as well as relevant and related United Nations programmes such as the United Nations Development Programmes (UNDP), the United Nations Educational, Scientific, and Cultural Organization (UNESCO), the Sustainable Development Goals Report, and Education for All (EFA). The study found that quality education is the vehicle that may drive the realisation of SDGs 2030, and it was determined that quality education must be prioritised in order to accomplish the SDGs. Furthermore, it is suggested that countries around the world adopt quality education that is innovative, technical, scientifically based, and ICT compliant, as they priorities quality education.

IC-MLSDG/367

DIGITAL PLATFORMS: DIMENSIONS AND SPIRITUAL COMMUNICATOR WITH SPECIAL REFERENCE TO SADHGURU (JAGGI VASUDEV)

Prajakta Ankalikar



Research Scholar, School of Journalism & Mass Communication, Devi Ahilya
Vishwavidyalaya, Indore

Dr. Anuradha Sharma

Assistant Professor, Altius Institute of Universal Studies Devi Ahilya Vishwavidyalaya,
Indore

Abstract: Two sided or multi-sided communication by the spiritual communicator is beneficial for both of them (to the masses and the communicator). But in the COVID-19 pandemic the scenario got changed and communication takes place by the digital platforms. Digital Platforms provides infrastructure (that fascinates communication from both the sides). It gives frictionless user communication and participation. In this research paper, we will be dealing with one of the most popular communicator, trending in digital platforms that are Jaggi Vasudev (Sadhguru). There are so many dimensions that sadhguru and masses are exchanging. Here we have taken three dimensions: one is how masses share their problem with communicators, and what sadhguru gives them solution. Second is what spirituality means to the masses and last one is how masses takes their discourses with the digital platforms. Here we will be having 200 interviews in which participants will be telling us what spirituality means to them.

Keywords: Communication, Mass Communication, Sadhguru, Spirituality, Communicator

IC-MLSDG/369

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gh 0; fä; ka dks muds l kFk vkus okys l kekftd efa dks l ckfkr djus ds fy, l yXu djrh gA

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IC-MLSDG/372

**CITATION ANALYSIS OF THE DOCTORAL THESIS IN EDUCATION SUBMITTED TO DR.
BABA SAHIB AMBEDKAR MARTHWADA UNIVERSITY, AURANGABAD**

Nedhal Saeed Ahmed Al-robasi

Dr. V.S. Khaparde (Guide)

Professor & Head Department of Library & Information Science, Dr. Babasaheb Ambedkar
Marathwada University Aurangabad



Abstract- This study aims to identify and analyze the types of information materials cited by doctoral students in the Central library of the Dr. Babasaheb Ambedkar Marathwada University. The research paper is confined to the dissertations submitted to central library of Dr. Babasaheb Ambedkar Marathwada University (BAMU) dept. of library and information science for the fulfillment of PhD Degree. Also, to determine the distribution of citations of doctoral students by year and the most frequently cited journals in library dissertation and thesis. The Data is based on citations given at the end of the Thesis of which the researcher has used for the preparation of Thesis. It is based on 668 citations from 1978-1977 appended at the end of 5 Ph.D. thesis on Education, submitted to the Dr. Babasaheb Ambedkar Marathwada University, Aurangabad during 2017-2018. The findings were analyzed to determine the percentage of single author, two authors and three authors, four authors and five authors. The maximum number of citations 390 (58.4) are of single authors and Second maximum number of citations 135 (20.2) are of double authors least.

Keywords: dissertations, library, citations, Education, journals

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REVIEW OF PHYTOCHEMICAL AND BIOCHEMICAL SCREENING OF SOME INDIGENOUS PLANTS HAVING ANTIDIABETIC ACTIVITY

Vikash Kumar

Research Scholar, Dr. A.P.J. Abdul Kalam University, Indore

Abstract- Plant derived substances have recently become of great interest owing to their versatile applications. Medicinal plants are the richest bio resource of drugs of traditional systems of medicine, modern medicines, food supplements, nutraceuticals, traditional medicines, pharmaceutical intermediates and chemical entities for synthetic drugs. The beneficial medicinal effects of plant materials typically result from the combinations of secondary products present in the plant. The medicinal actions of plants are unique to particular plant species or groups are consistent with this concept as the combinations of secondary products in a particular plant are often taxonomically distinct. Ecological function of secondary products may have some bearing on potential medicinal effects for humans and the secondary products involved in plant defense through cytotoxicity toward microbial pathogens could prove useful as antimicrobial medicines in humans, if not too toxic. In contrast to synthetic pharmaceuticals based upon single chemicals, many phyto medicines exert their beneficial effects through the additive or synergistic action of several chemical compounds acting at single or multiple target sites associated with a physiological process. The present review is focused on phytochemistry and pharmacological importance of medicinal plants.

Keywords: Medicinal plants, Secondary products, Phytochemicals and Phytomedicine.

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MARKET ORIENTATION AND ORGANIZATIONAL PERFORMANCE- A STUDY

Priyanshi Dubey

Shri Cloth Market Girls Commerce College, Indore

Abstract - The reason for this examines will be to inspect the relationship the middle of market introduction Also its three measurements with firm execution. The investigation utilized An cross sectional investigate design, utilizing An organized questionnaire overview with An test for SMES fully operational done India. What added up to substantial questionnaires were finished and came back speaking to percentage reaction rate. Those come about show that showcase introduction as a build need a noteworthy relationship impact with respect to execution about SMES. Numerous relapse effects show that every last one of three extents for business introduction bring noteworthy impact with respect to execution. The ponder will profit SME managers, business PR actioners administration at Different levels and will also serve Concerning illustration a edge of reference for future investigations. Future proposals need aid also given to scientists.

Keywords: Market orientation; SME; India; Performance.